



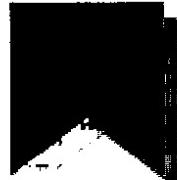
Marlboro Menthol Packings

Status

- 6 Packings
(FF Kings Box, FF Kings Soft Pack, Lts Kings Box,
Lts 100's Box, Lts Kings Soft Pack, Lts 100's Soft
Pack)
- Nationally, 1.6 Nielsen Share and 95% Distribution
- Growing +0.2 PP vs. YAGO

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Marlboro Menthol Packings

Insights/Issues

- Skew towards Lts menthol packings
- Strong distribution but skew by sales regions
- Higher Menthol delivery vs. category leader Newport
- Camel Menthol reached 0.5 Nielsen share and 55% distribution.
 - Nationally, Camel Menthol FF box Nielsen share is stronger than Marlboro FF box share

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